

## Abstract of the Invention

A page template, which serves as the prototype of a web page, contains formatter specifying information and display attribute information. The formatter specifying information is information for specifying one formatter out of a plurality of types (banner, Telop, a plurality of banner arrangements or the like). Display attribute information is information for controlling the moves of the formatter. When a page template is called by a web browser, the formatter is actuated, and selects, arranges, or controls the display sequence, display time or the like of, contents to be embedded into the template in accordance with display attributes, or effects such controls as the reduction of a display area (an area in the template available for embedding contents) to the size of contents.